

**Virginia Coastal Resilience Master Plan**  
**Technical Advisory Committee – Outreach Subcommittee**

<b>Subject</b>	Outreach Subcommittee Meeting #4 Virginia Coastal Resilience Master Planning Framework	<b>Date</b>	June 1, 2021
<b>Facilitator</b>	Meryem Karad	<b>Time</b>	11:00am – 1:00pm
<b>Location</b>	WebEx - <a href="https://governor.virginia.gov/i/jig0a">https://governor.virginia.gov/i/jig0a</a>	<b>Scribe</b>	Emily Sokol

<b>Invitees/Attendees</b>			
<b>#</b>	<b>Name</b>	<b>Organization/Role</b>	<b>Attended?</b>
<b>Outreach Subcommittee Members and Staff Advisors</b>			
1.	Ashley Montgomery	Chair – Associate Designer, Hanbury	Y
2.	David K. Paylor	Vice Chair – Director, Department of Environmental Quality	Y
3.	Meryem Karad	Staff Advisor – Assistant Secretary of Natural Resources	Y
4.	John Bateman	Regional Planner, Northern Neck Planning District Commission	Y
5.	Jill Bieri	Director of Virginia Coast Reserve, The Nature Conservancy	Y
6.	Alec Brebner	Executive Director, Crater Planning District Commission	Y
7.	Dr. Jessica Whitehead	Executive Director, Institute for Coastal Adaptation and Resilience	
8.	Martha Heeter	Executive Director, Plan RVA	
9.	Traci Munyan	Program Administrative Manager, Department of Housing and Community Development	Y
10.	Lee Hutchinson	Resiliency Program Analyst, Department of Housing and Community Development	
11.	Corey Miles	Coastal Resources Program Manager, Northern Virginia Regional Commission	
12.	Kate Gibson	Deputy Director, George Washington Regional Commission	
13.	Denise Nelson	Environmental Engineer, George Washington Regional Commission	Y
14.	Kristin Owen	Floodplain & Dam Safety Manager, Henrico County	Y
15.	Kimberly Cain	Special Assistant Director, Office of Diversity, Equity, and Inclusion	Y
16.	Leigh Mitchell	Natural Resource and Environmental Protection Coordination, Upper Mattaponi Indian Tribe	
<b>Scheduled Speakers</b>			
<b>Designated Alternates</b>			
17.	Sarah Stewart	Alternate for Martha Heeter	Y
18.	Carol Considine	Alternate for Jessica Whitehead	Y
<b>Subcommittee Advisors</b>			
19.	Emily Steinhilber	Environmental Defense Fund	Y
<b>Other Participants</b>			
20.	Ann Phillips	Rear Admiral, US Navy (Ret.) – Office of the Governor	Y
21.	Connor Winstead	VA Dept. of Conservation & Recreation	Y
22.	Matt Dalon	VA Dept. of Conservation & Recreation	Y
23.	Grace Tucker		Y
24.	Jason Powell		Y
25.	Curt Smith		Y
26.	Lauren Landis		Y
<b>Consultant Support</b>			
27.	Emily Sokol	Vision Planning and Consulting	Y
28.	Brian Batten	Dewberry	Y
29.	Johanna Greenspan-Johnston	Dewberry	Y

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Agenda/Minutes		
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1.	Welcome/FOIA Preamble/Roll Call	<p>Meryem Karad welcomed all to the meeting and called the meeting to order at 11:04 am. She then took roll for the Outreach Subcommittee members and reported that a quorum had been achieved. Meryem discussed guidelines for the virtual meeting and requested that public attendees ask questions in the chat box, which she would moderate throughout the meeting.</p> <p>If a disruption occurs or anyone has any connectivity issues, please contact Meryem Karad at <a href="mailto:meryem.karad@governor.virginia.gov">meryem.karad@governor.virginia.gov</a> or 703-989-2141.</p> <p>Meryem read the Section 1289 required language and asked for a motion to proceed with the meeting virtually. Denise Nelson motioned, and Carol Considine seconded. Meryem went through the roll call, and the motion passed unanimously.</p> <p>Meryem turned the floor over to Ashley Montgomery, who thanked everyone for their attendance and shared the updated meeting agenda with the Subcommittee</p>
2.	Outreach Documentation Review	<p>Meryem thanked all the Subcommittee members for the information they provided for the Outreach Documentation list, and she emphasized that it is a living document and will continue to be updated over time. The purpose of the document is to collate all of the organizations and contacts identified by members of the Subcommittee for outreach. Meryem walked through each column of the spreadsheet to inform the Subcommittee about what items are needed to provide necessary background information about the organization, their contact information, and how they can help in guiding the master planning framework. She emphasized that, while the Subcommittee cannot work together on a live Google sheet due to FOIA conflicts, all Subcommittee members are encouraged to review iterative versions of the document and provide information, as they are able, to be added to the document. She noted that the document is in good shape, but that additional information provided by the Subcommittee can result in improvements that will better inform outreach efforts. Additionally, there are two other sheets included in the document that have been provided by Subcommittee members, to which more information should be added.</p> <p>Discussion Point- John Bateman: When it comes to state agency contacts, our region has both local and regional representatives. How do we want to address state agencies? Should we be inclusive of all levels of state agencies or work at a particular level? Additionally, the sheet I provided for the Outreach Documentation list with additional RAFT information was supposed to reflect our outreach efforts. I will formalize that document.</p> <ul style="list-style-type: none"> <li>- Meryem: Thank you, John. I will leave that up to you. Additionally, we will refine the Outreach Documentation list before it is publicized to ensure privacy of contact information.</li> <li>- John: Okay, please remove that tab from the spreadsheet, and I will send you an updated form when I have finalized it. Does anyone have any thoughts regarding outreach to state agencies?</li> <li>- David Paylor: My initial thought was to have one primary contact for each state agency, either the director or someone that the director designates for this project.</li> </ul>

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		<ul style="list-style-type: none"> <li>- Rear Admiral Ann Phillips: The contact should be someone who can provide a number of different perspectives in the effort of outreach and engagement. For example, if we send out a Twitter update, we need someone within the agency’s public affairs office who can forward the information through the agency’s listserv.</li> <li>- David: Okay, so then we might have multiple contacts within each agency. If someone was coming to my agency, I would want to know what roles needed to be filled or actions needed to be accomplished so that I could designate appropriate representatives for each role.</li> <li>- Jill Bieri: I completely agree, but I also think there should be a local representative. It is important to have someone local who can represent the community in community outreach efforts.</li> </ul> <p>Emily Steinhilber (in chat): Good morning all. I have to jump to a pre-existing engagement but would be happy to send a few additional rows to Ashley and Meryem as the group refines the roles/needs for this master list. My colleague Grace is listening as an attendee and will catch me up on how else we can support/takeaways from the meeting.</p> <p>Discussion Point- Meryem: We will continue working on this document. The next step is to have materials that we can share with this group. We will also be adding a key to the document so that standardized verbiage can be used throughout. We would like to fill in the existing gaps in the document so that all of you can begin to prioritize your outreach. The question we get asked most often is regarding the purpose of the document. The answer is that this document is meant to act as a starting point and establish outreach contacts as a Subcommittee.</p> <ul style="list-style-type: none"> <li>- Ashley: This is a living document that will continue to build over time. The intent is to flesh out our networks and establish collaborators with boots on the ground that can help us achieve our engagement goals.</li> <li>- John: I have a suggestion. When you meet with local governments, this list will expand naturally. Should we send out an email to the state agencies to request contacts?</li> <li>- Meryem: Yes, and it would be helpful if you all would identify agencies of particular interest to this Subcommittee.</li> <li>- John: From the existing document, you can see a running theme of important contacts, but I would suggest reaching out to all the state agencies.</li> <li>- David: I agree with that.</li> <li>- Meryem: Our staff can help with that. I do not think we need a motion to make that action; however, we do need to establish how this message would be sent through our human resources department. This might mean sending out the message to every agency head. Does that sound right, Rear Admiral Phillips?</li> <li>- Rear Admiral Phillips: Yes, I think I would contact the Secretary of Administration’s Office to ask their advice about how to achieve this. They will have a method.</li> </ul> <p>Meryem asked the Subcommittee if there were any further comments or thoughts about how to improve the document.</p>

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		<p>Jill Bieri (in chat): Sorry if you answered this already, but will we receive a link to the document to continue to work on this before the next meeting?</p> <ul style="list-style-type: none"> <li>- Rear Admiral Phillips: The current version of the document was sent out to the Subcommittee by email this morning.</li> </ul> <p>Meryem emphasized that if any of the Subcommittee members had any comments on the current version of the document, they should be sent to the Chair, Vice Chair, and herself to be added to the document. She also mentioned that they plan to send out updated versions of the document each week to ensure that all Subcommittee members are remain informed.</p> <ul style="list-style-type: none"> <li>- John: Would it be helpful to use track changes when making edits to the document and returning them to you?</li> <li>- Meryem: Yes, as long as we keep the columns as they are. Also, if you would like to send an additional spreadsheet with additions you would like us to make, that will work as well. This is a trial-and-error process. We will determine what method is most effective over time.</li> </ul>
3.	Community Outreach Strategy Update	<p>Meryem then turned the floor over to Ashley, who informed the Subcommittee that Dewberry provided an update on their outreach strategy during a Joint Subcommittee Outreach meeting on May 19<sup>th</sup>, which directly relates to the functions of the Subcommittee and could help inform their efforts. After outlining the outreach strategy, Ashley emphasized that the Dewberry team asked the Subcommittee to identify what metrics should be used to measure social vulnerability qualitatively to reflect communities' lived experiences, to help inform the Dewberry team's impact analysis (See Attached Slides).</p> <p>Discussion Point- Ashley: The Socioeconomic Working Group is going to define social vulnerability, but Dewberry needs us to identify how this qualitative data can be obtained. What collaborators can help provide this qualitative data? How can we build out the groundwork to deepen these qualitative data sets?</p> <ul style="list-style-type: none"> <li>- Carol Considine: So, Dewberry wants us to identify entities that can help us obtain data relevant at the local level? Does Dewberry have a list of data that they are looking for, so that we can better identify organizations of interest?</li> <li>- Ashley: Yes, we need to work in collaboration with the Socioeconomic Working Group to better identify these questions.</li> <li>- Carol: Do you have a timeline for this information? When do we need to know and identify these groups?</li> <li>- Ashley: We do not have a timeline as of yet. This is the information we have been provided, and we wanted to relay it to provide insight to the Subcommittee about what we are looking for.</li> </ul>
4.	Community Material & Strategy Discussion  - Overlay with Socioeconomic (Equity Metrics) Group Work	<p>Rear Admiral Phillips: Can I provide some background? On May 19<sup>th</sup>, a public-noticed Joint Subcommittee meeting was held with members of VPC and Dewberry to go over the outreach strategy document provided by VPC. One major realization identified during this process is that one size does not fit all when hoping to gather valuable information from the variety of stakeholders we have identified. We cannot ask all audiences the same questions; we want to build on the work that has already been done by our partners and</p>

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	- Outline Contribution to Dewberry Initial Impact Analysis	<p>get specific and relevant information from each group. We discussed different strategies that can be used to reach out to these groups and obtain a variety of perspectives. The Economic Development Subcommittee has already sent out a survey to better inform their communities and stakeholders and identify how best to move forward. The Socioeconomic Working Group is a subset of the Studies, Research, and Best Practices Subcommittee that met last Thursday and discussed what they would like to see covered by the master plan regarding socioeconomic vulnerability. We want to identify what indices are currently out there that measure socioeconomic vulnerability. For this initial plan, we are limited to what currently exists because we do not have the time to create our own index. Therefore, we need to identify an index that aligns with the direction of the project and can be accessed publicly, so that they can be incorporated in our analysis. In the long-term, we need to do better. Whatever database we decide to use, it will not be what we want in the long-term, but it might be what we need currently. Some of our main goals are to develop the Outreach Documentation master list in a way that identifies steps for effective outreach, as well as identify how to outreach to communities that have not been well-represented historically or are highly vulnerable. By getting direction from NGOs and other community-based organizations, we can better identify and conduct outreach to target communities. The more granular and detailed data you can get to understand the economic state of a community, the better. Most of these databases are at the census tract level, which is too large for our purposes, so how can we identify vulnerable and ignored communities in an effort to understand their needs and design appropriate solutions? We want to ensure that everyone gets a voice. Dewberry has done a tremendous amount of work identifying databases, but at some point, we need to choose one and continue on with the work. For the future, how can we get the resolution and fidelity to address all communities' needs? The intent is for VPC to rework the outreach guidance document so that it is tailored to all stakeholder groups and prepares them to provide feedback and information at future local outreach meetings.</p> <ul style="list-style-type: none"> <li>- Jill: That was helpful in clarifying what is being asked. It is going to be different in every community. Maybe a column could be added to the Outreach Documentation master list that identifies the ability of an organization to connect with these vulnerable communities.</li> <li>- Rear Admiral Phillips: That is the purpose of this work- to identify entities that can help us reach out to these populations.</li> <li>- Ashley: There is a priority column in the master list. It could be reformatted to identify organizations that can reach out to vulnerable populations.</li> <li>- Carol: Maybe the column could identify whether the organization is associated with one of three options: tribal, underserved, or general populations?</li> <li>- Meryem: I think that is a good idea. Are there any other thoughts on this? Are we missing any stakeholder groups in the outreach strategy? This is also a good time to ask questions about outreach to NGOs.</li> <li>- Rear Admiral Phillips: Since community outreach and organizing is a big part of their mission, NGOs will know how to target specific communities with appropriate messaging. I have an initial list of NGOs and will convene them within the next week or so to ascertain the degree to which they can and will participate in this project. We will identify what they can help us with and how we can fit this project in with their current efforts to reach out and get feedback from as many people as possible.</li> </ul>

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		<p>Discussion Point- Meryem: There have been a lot of questions in my chat regarding what physical materials will be provided and used, such as printed materials like timecards with save the dates for outreach sessions. Lauren Landis provided a comment regarding canvassing and the need for printed materials with talking points, call-to-action sheets, and door hangers. Many individuals are wondering if these printed materials are coming soon and how the capacity of these organizations can be identified and explored.</p> <ul style="list-style-type: none"> <li>- Rear Admiral Phillips: VPC is currently creating an outreach toolkit that will include some of these physical materials; however, we do not know a timeline for when these will be completed or what all will be included.</li> <li>- John: For the timeline, I envision that outreach to certain groups would further inform outreach to other groups. Outreach to PDCs would inform outreach to local government, both of which would inform outreach to particular localities and local communities.</li> <li>- Meryem: Can we talk about the toolkit and what it will involve?</li> <li>- Rear Admiral Phillips: We can talk about it. There are Dewberry representatives on the call, but I do not know if they have any comments or updates about this process. Brian and Johanna, please comment if you have any updates.</li> <li>- Brian Batten: I was just speaking with VPC, and there is not a specific timeline for developing the toolkit. They are hoping to get it ready within the next couple of weeks to distribute, in part, with the surveys.</li> <li>- Ashley: Regarding our contribution to the toolkit, such as getting comments from NGOs to better inform this effort, I agree with John that there is a trickle-down effect during the outreach engagement process. It is important that, as we firm up our network, we ask our contacts about their capacity. Because these organizations have their own means of engaging their constituents, we should identify how we can best support them and utilize their capacity to inform these toolkits.</li> </ul> <p>Discussion Point- Meryem: Our next meeting is not until the end of the month. As we put this outreach database together, it would be helpful to think about timing, which has been mentioned both in this discussion and in my chat.</p> <ul style="list-style-type: none"> <li>- Grace Tucker (in chat): Do you have additional details to share about how the information gained from the outreach will be incorporated into the final plan?</li> <li>- Meryem: That will be determined by when and how we conduct our outreach efforts. Are there any additional responses to this question?</li> <li>- Rear Admiral Phillips: We are setting up another webpage for natural resources that will provide information on the master plan process and the schedule of outreach efforts, as these outreach meetings are scheduled. We are about to send out emails to the PDCs and regional commission so they are aware that the Governor's office will be reaching out to set up these outreach meetings during the July-August timeframe.</li> </ul> <p>Ashley shared a slide reflecting the Subcommittee's next steps based on the discussion (See Attached Slides).</p>

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		<p>Discussion Point- Lauren Landis (in chat): May I suggest that these meetings need to be more often if there is true recognition of how quickly time is slipping away and how much opportunity is in jeopardy of being lost in terms of NGO help?</p> <ul style="list-style-type: none"> <li>- Jill (in chat): Given our time frame with community engagement, I think we have to meet more frequently.</li> <li>- Meryem: We could have a shorter bi-weekly meeting between our monthly meetings. We are additionally planning to bring in representatives from community-based organizations and NGOs to present on their current work and how we can best support their efforts. Are any of you interested in having biweekly meetings?</li> <li>- Ashley: Meryem mentioned that we are trying to bring in community organizers to build rapport and gain insights. We are currently finding different representatives, such as from NAACP, so that we can best convey their needs to VPC and Dewberry and engage them in this process.</li> <li>- Denise Nelson: I would like to add that, with this timeline and all the different moving parts of this project, I think having shorter meetings more often would be much more helpful. Potentially a one-hour meeting every other week.</li> <li>- John: I think we have to be prepared for the likely possibility that engagement from these groups is going to be piece-meal. When we undertook engagement in Northern Neck, we did not get engagement all at once, but at different points in time. However, we received really helpful input throughout the process by opening the timeline for feedback and encouraging ongoing communication.</li> <li>- Rear Admiral Phillips: Excellent point.</li> <li>- Ashley: Any other thoughts on this group meeting more regularly?</li> <li>- Meryem: Any strong objections to meeting more frequently but for shorter periods?</li> <li>- David: I do not object. There are a lot of moving parts that need to be addressed.</li> <li>- Ashley: Based on information provided by Johanna during the Socioeconomic Working Group, Dewberry’s impact analysis is starting, and they are hoping that the data obtained from the analysis will help inform our efforts moving forward.</li> <li>- Kristin Owen: I think if we meet more often, it will be helpful to have shorter meetings and have a set schedule that is consistent every other week. It is hard to be available at the last minute. If we have shorter meetings, we should have a strict agenda and set action items prior to the meeting to increase productivity.</li> <li>- Denise: I agree with that. It is good to have the agenda in advance with key things you want us to bring to the meeting and what action items we need to accomplish. If there is anything specific you want us to work on prior to attending, you need to remind us beforehand so that it does not get forgotten.</li> <li>- Carol: Does there have to be a motion and vote to change the meetings to a biweekly schedule?</li> <li>- Meryem: Yes, it is a Subcommittee decision that can be approved by a voice vote.</li> <li>- Carol motioned for the Subcommittee to have biweekly meetings that last one hour. Denise seconded the motion. Meryem conducted a voice vote, and the motion passed unanimously.</li> </ul>

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		<p>Meryem: If there are any additional key action items you would like added to the consistent biweekly meeting agenda, please reach out.</p> <p>Ashley: We will be lining up presentations from community-based organizations to better guide the development of materials and the outreach toolkit going forward.</p> <p>Carol: So, the next step is to get feedback from our NGO and community-based contacts about their capacity?</p> <ul style="list-style-type: none"> <li>- Rear Admiral Phillips: It is certainly a part of the process.</li> <li>- Ashley: It would be helpful to have that information as soon as possible. We have already discussed the process for reaching out to state agencies. If you have information regarding how to interact with your community-based organizations, please provide it. Are there other collaborators already on our Outreach Documentation master list that we can identify as having a formal process or a specific way in which we should reach out to them?</li> <li>- Denise: I think all of these organizations have a specific way of conducting these efforts, especially from a budgetary standpoint. Unfortunately, we are likely too late, given the overall timeline of this project. We need to get information out to them as soon as possible with talking points.</li> <li>- Rear Admiral Phillips: We have a one-page outreach document that will become a two-pager when we have information regarding how individuals can offer feedback and when we will be conducting outreach meetings.</li> <li>- Denise: It sounds like what you are putting together is like a save the date. Could you send that document to me? Currently, I do not feel confident enough to reach out to my NGO contacts. I can explain our project, but I do not feel comfortable reaching out to them without a timeline or a specific ask.</li> <li>- Ashley: I hear your concerns, Denise. Maybe take a look at the document Ann mentioned and determine if it is adequate. I think a lot of clarity will come when we sync up with VPC and Dewberry. Maybe we can communicate with VPC to see if there are some materials we can get from them to share with our collaborators.</li> <li>- Meryem: Are there any more comments? It seems that most people are interested in identifying a timeline, as well as resources and materials that will be available for use during the outreach process. I think having more frequent meetings will help clarify these questions and keep us up to date on progress being made by the Dewberry team and VPC.</li> <li>- Denise: I looked at the outreach messaging file from April 22<sup>nd</sup> and think that it looks great. I do not know if that is the final document or not. I would be happy providing that document to my NGO contacts to better inform them, but what I really need is the “ask” from them. A question about what they are willing to do or contribute to this process. Maybe this could be in the form of a checklist.</li> <li>- Rear Admiral Phillips: We will get this document formalized and a checklist created so that our “ask” is more targeted and our contacts can carefully consider the contribution they are willing to provide.</li> </ul>
5.	Public Comment Period	Now we will open the floor to the public for any comments about the plan, outreach materials, or the outreach process. We do not have anyone scheduled for public comment today, and I have received no public comments throughout the duration of the meeting.

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6.	Next Meeting	<p>Meryem advised that, since the Subcommittee will be shifting to the one-hour biweekly meeting schedule, she will send out a Doodle poll to determine the best day and time to meet based on Subcommittee members' availability. Currently, the Subcommittee meets on Wednesdays, but the hope is to have these meetings at the same time every other week so that they are easier to keep track of.</p> <p>Ashley thanked all attendees for their time and verified that Meryem will send out a Doodle poll and work to coordinate future meetings with the timeline that Dewberry established.</p>
7.	Wrap-Up and Adjourn	Ashley motioned to adjourn the meeting, and Denise Nelson seconded the motion. Ashley conducted a voice vote, and the motion passed unanimously. Ashley adjourned the meeting at 12:43 pm.

<b>Action Items</b>			
<b>#</b>	<b>Action Item</b>	<b>Owner (Organization)</b>	<b>Due Date</b>
1.	Provide additional information to be added to the Outreach Documentation spreadsheet to fill in gaps.	All	Ongoing
2.	Provide guidance regarding how to organize the spreadsheet in a way that conveys what contacts should be reached out to first to build the base of the outreach effort and what contacts should be reached out to down the line for more refined or specific content.	All	Prior to next meeting
3.	Reach out to NGO and community-based contacts to gauge their capacity for involvement in the outreach process.	All	TBD
4.	Send email to all state agencies requesting contacts.	Meryem and SNR Staff	Prior to next meeting
5.	Identify organizations that can help provide Dewberry with qualitative data relevant at the local level to provide an idea of communities' lived experiences.	All	TBD
6.	Create Outreach Toolkit and submit for review to Rear Admiral Phillips and Matt Dalon	VPC	TBD

If you have any questions, please contact Emily Sokol, Vision Planning and Consulting, at [esokol@vision-pc.net](mailto:esokol@vision-pc.net).